

Given an expository statement expressing a given viewpoint, the reader selects those words which constitute "name calling."

**UNIT 1**  
**Lesson 1**  
**Locating Hidden Meaning**

**TECHNICAL TALK**

One of the main propaganda techniques is that of name-calling. Persons who use this technique try to label a product or person. Some words that are used in name-calling are "conservative," "liberal," "racist," "radical," "traditional," and similar words. Writers and speakers use these words to make a person or product look good or poor, and since these words have many meanings, the reader may not know the best meaning. When reading advertisements or speeches, always look for these kinds of words.

**TRY IT**

Nearly every day there are reports in the newspaper that use words and phrases meant to help or hurt a person or product. Read the following five-sentence paragraph and see if you can find the "name-calling" words. (There are eight of them.)

Johnson had harsh words for the surly Jones. Jones, a traditional conservative, fought back. He said, "Your spendthrift ideas will drive us bankrupt!" But Johnson would not be outdone. In his typical vindictive manner, he shouted, "Your tightwad ideas will cause a depression!"

(The "name-calling" words are harsh, surly, traditional, conservative, spendthrift, typical, vindictive, tightwad.)

**THE FIRST NATIONAL IS ROBBED**

Let's pretend that the following item appeared in your local newspaper. In the article are ten "name-calling" words. Write down the names of the words and check with the answer key to see if you are right.

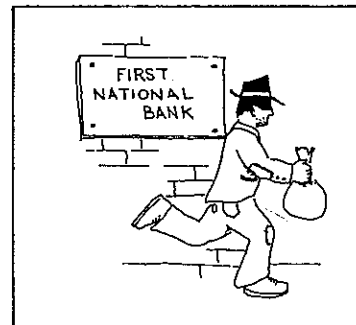
**ROBBERY AT THE FIRST NATIONAL**

Last night the First National Bank at the corner of Fourth Avenue and Lincoln was robbed of \$5,000.

About 4:15 a vicious gunman with a menacing look approached a teller's window and handed her a note. The note indicated that the robber was a desperate, dangerous man, and that he wanted only large bills.

The usually calm and confident teller, Mrs. Jane Kamper, complied with the robber's request. The nervous man grabbed the bills and stuffed them into a laundry bag.

After glaring at the shocked customers in the bank lobby, the robber dashed down an alley behind the bank. He was last seen running north.



At press time the police squad had not found any leads which would help them catch this despicable, dishonest person.

## REVIEW

## UNIT 1 Lesson 2 Locating Hidden Meaning

When you look for "name-calling" words, be sure that you look for words that make a person sound good as well as words that cause one to sound bad. For example, the phrase "quiet, glamorous girl" contains two "name-calling" words: quiet and glamorous. Did you overlook these kinds of words in lesson 1? Read the material carefully in lessons 2 and 3 and remember to look for both kinds of words.

### THE BUCK VALLEY RIVER GANG APPEARED LAST NIGHT

The Buck Valley River Gang, a jazz group, appeared in concert last night at the local concert hall. The following review written by George R. Goodman, *Evening-Bugle* music critic, appeared in all evening editions of the *Bugle*. See if you can find the 16 "name-calling" words which appear in the review then check the answer key to see if you chose the right words.

#### BUCK RIVER GANG RECEIVES MIXED REVIEW

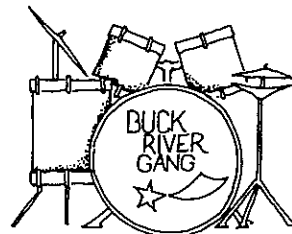
The Buck Valley River Gang rendered a three-hour concert in the Music Hall last evening to a large, enthusiastic, and appreciative audience.

The brass section played in a superb fashion while the wind group seemed to be off-key and conservative in nature. The first numbers appeared to be well-received, but the later songs got only slight applause.

Jason Rambough, lead singer, was excellent in every number. However, Nowat Brought, drummer, played poorly and lacked clarity and precision.

Overall, the concert was exciting; however, in

some places it was slow-paced. Those who are jazz lovers will find the general performance of the Buck Valley River Gang to be average when compared with such nationally known groups as the Plantation Five.



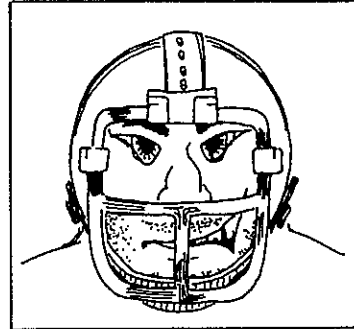
## IS BILL JONES REALLY A TOUGH PLAYER?

### UNIT 1

### Lesson 3

### Locating Hidden Meaning

The following news story might be found in the sports section of the local paper. It contains 14 "name-calling" words. See if you can find them. Write each of the words on your own paper and then check the answer key to see if your choices are correct.



### IS BILL JONES TOUGH?

Many people think that Bill Jones is a tough player for Mideastern State and insist that he will make All-American.

Jones has good size, standing six feet ten inches and weighing 245 pounds. He can run 100 yards in 10.1 seconds, which is considered far above average for an athlete of that size. His teammates call him "Mr. Toughman" and his coach, Dick McClotthin, says, "I have never seen such an intimidating player." The nervous crowds of opposing fans say he is a "bully-type."

The calm, confident and honest Jones will have a rare opportunity to show his wares Saturday when the Mideastern Rebels play the Hawthorne Cardinals in Cardinals Stadium.

We hope Jones makes a better impression in our city than he did the last time he was in town. Last time he was here, he allegedly punched two respected businessmen in a prominent motel. The drunken Jones claimed they displayed unsportsmanlike behavior toward him. Jones was arrested for his murderous assault but was let out of jail on bond.

We hope that Jones does not get into more trouble when he comes to town this Saturday.

### HOW DID YOU DO?

